DOCUMENT RESUME

ED 112 225 CE 005 250

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TITLE You Be the Judge: Newspaper Advertising Layout.
INSTITUTION Ohio State Univ., Columbus. Ohio Distributive Education Materials Lab.
REPORT NO VT-102-020
NOTE 48p.
AVAILABLE FROM Ohio Distributive Education Materials Laboratory, The Ohio State University, 1885 Neil Avenue, 115 Townshend Hall, Columbus, Ohio 43210 (No price given)

EDRS PRICE MF-$0.76 HC-$1.95 Plus Postage
DESCRIPTORS *Case Studies; Instructional Materials; Journalism; *Layout (Publications); *Learning Activities; *Marketing; *Newspapers; Publicize; Slides

ABSTRACT

The learning package is designed to provide the marketing educator with a culminating activity for an instructional unit focusing on advertising layout principles and procedures. It is to be used in conjunction with 35mm slides of newspaper advertisements, which the student views and rates in comparison with the ratings of a panel of experts. A motivational device is employed in awarding the students "profile points" based upon their ratings. Each of the 10 case studies includes background information, advertising copy, and copy rating profile. A checklist of advertising layout principles and layout rating sheet are also included. (Author/NJ)

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You be the Judge!

ADVERTISING

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CE 005 250

COUPON

VILLAGE INN
PIZZA PARLOR

Bring this coupon — Buy One Pizza and Receive One Free!!

Good Mon.-Tues.-Wed.
March 26, 27, 28

2 for 1

3120 Olentangy River Rd.
263-0967

"Where Pizza is Always in Good Taste"

COUPON

YOU BE THE JUDGE:

NEWSPAPER ADVERTISING LAYOUT

Developed by

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Produced and Distributed by

THE DISTRIBUTIVE EDUCATION
MATERIALS LABORATORY
1885 Neil Avenue, 115 Townshend Hall
Columbus, Ohio 43210

(VT 102 020)

PREFACE

This package, You Be The Judge: Newspaper Advertising Layout, has been designed to provide the marketing educator with a culminating activity for an instructional unit focusing on advertising layout principles and procedures. The student-trainee will be provided the opportunity to view ten selected advertisements via 35mm slides, rate the advertisements and compare those ratings with the ratings of a panel of experts. A motivational devise has been employed in that the student-trainees will receive "profit points" based upon their ratings. The student-trainee who accumulates the greatest number of "profit points" will be declared the winner.

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INSTRUCTIONAL SUGGESTIONS

Instructional Goal

The student will be able to identify effective advertising layout practices in actual newspaper advertisements.

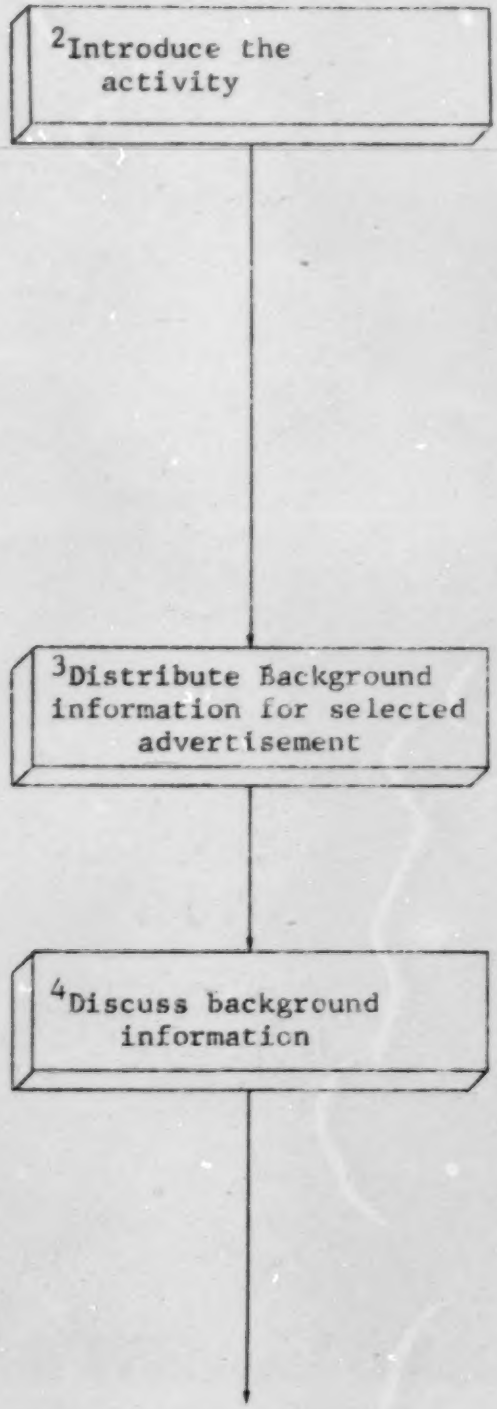
Instructional Activities

In order to accomplish the instructional goal, a number of activities have been identified. Following instruction, the student-trainee will have the opportunity to:

1. Rate selected advertisements using the Ad Layout Rating Sheet,
2. Compare ratings with the experts' composite rating,
3. Compete for "profit points" based upon the composite rating by the "experts" as indicated by each advertisement's Ad Layout Rating Profile.

Sequence of Activities

Activity	Description
[1] Complete the instructional unit	It is suggested that the package be employed at the conclusion of the instructional unit as a culminating performance evaluation activity. A number of textbooks and materials have been referenced on page 40 if suggestions are needed for the instructional unit.

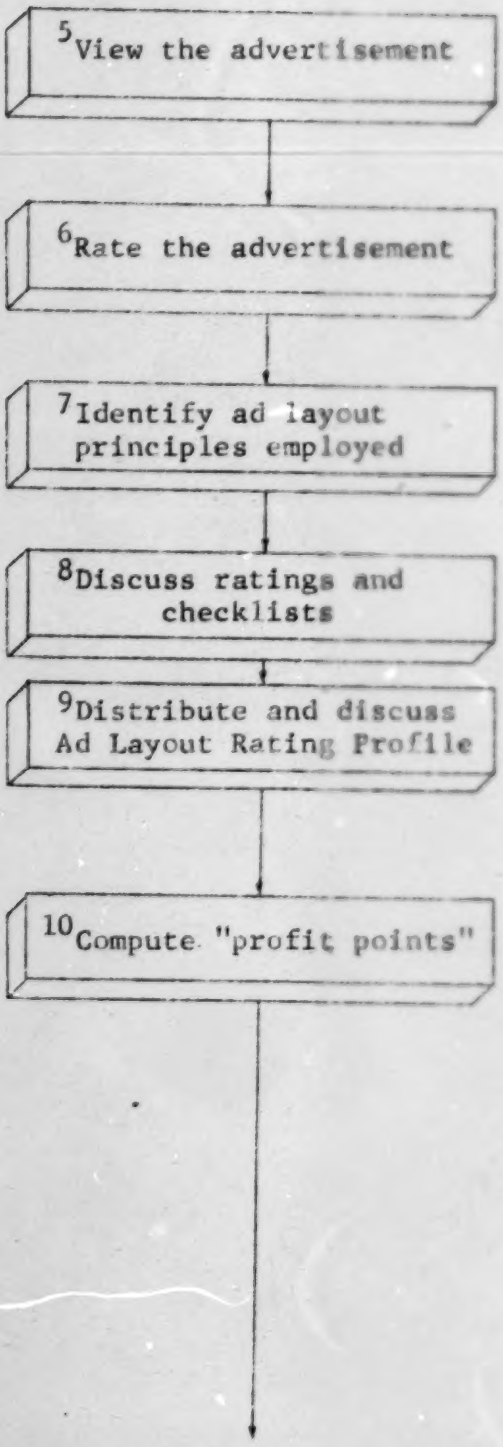

2Introduce the activity
3Distribute Background information for selected advertisement
4Discuss background information

The teacher-coordinator should introduce the activity by discussing the following:

(a) instructional goal (page 1)
(b) instructional activities, i.e. view slides, review background information sheets, rate the advertisement, discuss ratings, compare ratings with experts, and receive "profit points" based on the rating.
(c) Ad Layout Rating Sheet (page 5)
(d) Checklist of Ad Layout Procedures (page 7)
(e) Ad Layout Rating Profile (page 6)

The teacher-coordinator should select a case study and distribute the accompanying Background Information sheet, e.g. Case Study: Number One (page 8) The student-trainee should rate the advertisement using the background information as a basis.

Discuss the background information and project the type of advertisement which would be appropriate for the type of retail store described. Perhaps, the student-trainees could actually design a layout rough and compare the rough with the ad to be rated in step five.


5 View the advertisement
6 Rate the advertisement
7 Identify ad layout principles employed
8 Discuss ratings and checklists
9 Distribute and discuss Ad Layout Rating Profile
10 Compute "profit points"

The student-trainees should view the advertisement via a 35mm slide. It is suggested that no discussion be allowed until all rating forms have been completed.

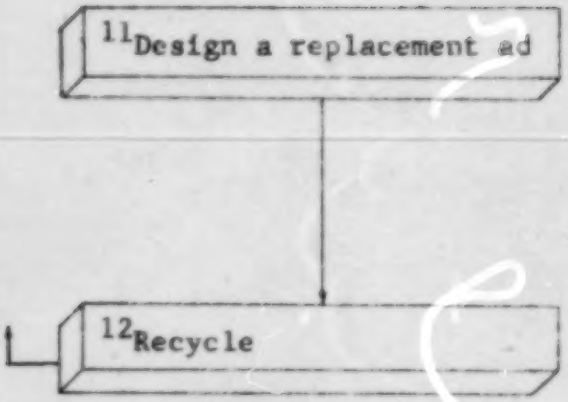
Using the Ad Layout Rating Sheet (page 5), each student trainee should rate the advertisement and generate a composite rating.

Using the Checklist of Ad Layout Principles (page 7), identify the ad layout principles employed.

Discuss ratings and checklist identifications for differences of opinion.

The appropriate Ad Layout Rating Profile, e.g. page 10, should be distributed. Once the student-trainees have examined the experts' composite rating, discussion will follow.

Each student-trainee should refer to the "profit point" section of the Ad Layout Rating Profile and generate his "profit points" based upon his rating of the advertisement. Suggestion: post on a bulletin board the resulting profit points for each student trainee. If you do not wish to have individuals compete, assign student-trainees to a rating team and use accumulated team points to identify the outstanding team.



OPTIONAL ACTIVITY: If the ad received a low rating, the teacher-coordinator might direct the student-trainees to draft a replacement ad. The total class would critique and rate the replacement ad using the Ad Layout Rating Sheet.

The teacher-coordinator should select the next advertisement and recycle to step 3.

AD LAYOUT RATING SHEET

Advertisement_____ Rater_____

FACTOR	Possible Points	Judged Points
Neatness	5	____
Originality of approach to complete ad	5	____
Arrangement of Copy and Artwork	10	____
Idea in Headline	20	____
Exact description of merchandise	10	____
Use of selling points in Copy	20	____
Identification of Item in Artwork	5	____
Signature cut	15	____
Location of store	5	____
Store hours or other information	5	____
TOTAL POINTS	100	____

Profit Point Computation

Student-Trainees Rating _____

Experts' Composite Rating _____

Profit Points _____

Note: Profit points are assigned on the basis of the student-trainees rating. Refer to the appropriate Ad Layout Rating Profile and identify the interval in which the student-trainee's rating is located. The profit points assigned to that interval are received by the student-trainee.

AD LAYOUT RATING PROFILE

Advertisement _____

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating			_____	

"Profit Point" Assignment

Points	Low		High
+10	_____	--	_____
+ 5	_____	--	_____
- 5	_____	--	_____
-10	_____	--	_____

Suggested Use:

Each student could use this form to graphically compare his rating to the expert's rating profile.

CHECKLIST OF AD LAYOUT PRINCIPLES

Advertisement_____Rater_____

Instructions: check whatever principles have been employed in this advertisement.

Types of advertisements

_____a. institutional
_____b. promotional

Structural principles

_____a. informal balance
_____b. formal balance
_____c. principle of proportion
_____d. eye direction
_____e. principle of unity
_____f. principle of contrast
_____g. principle of emphasis

Ad form

_____a. individual ad
_____b. collection of individual ads
_____c. omnibus ad

Layout format

_____a. Mondrian
_____b. picture-window
_____c. copy-heavy
_____d. frame
_____e. circus
_____f. comic strip
_____g. silhouette
_____h. type-speciman
_____i. rebus
_____j. alphabet-inspired

Ed. Note - Specific details on these principles are discussed in the publication, "Putting It Together", available from the OSU Distributive Education Materials Lab.

CASE STUDY: NUMBER ONE

FASHION BAR

Background Information

Located in the central shopping district, the Fashion Bar is considered to be a fashion leader in the community. Although the Fashion Bar has been in the softgoods business since 1945, entry into the men's wear field is relatively recent. Future merchandising expansion is forecasted in home furnishings.

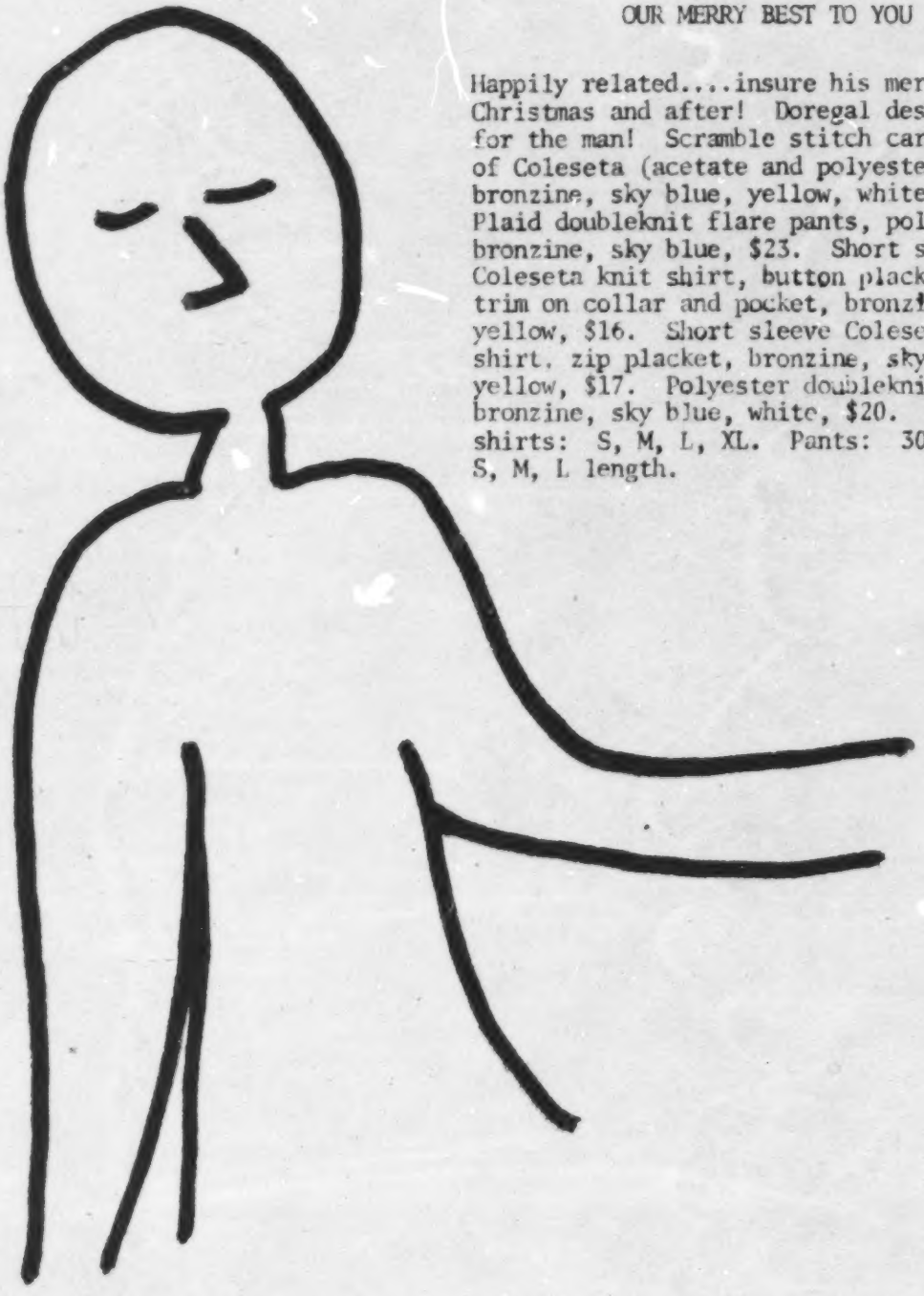
The Fashion Bar handles fashion leading brands, i.e. Ratner, Stanley-Blacker, McGregor, Levi, Arrow, etc.

Fashion leadership is the image to be projected in its advertisements.

FASHION BAR

Ad Copy

Slide No. 1:



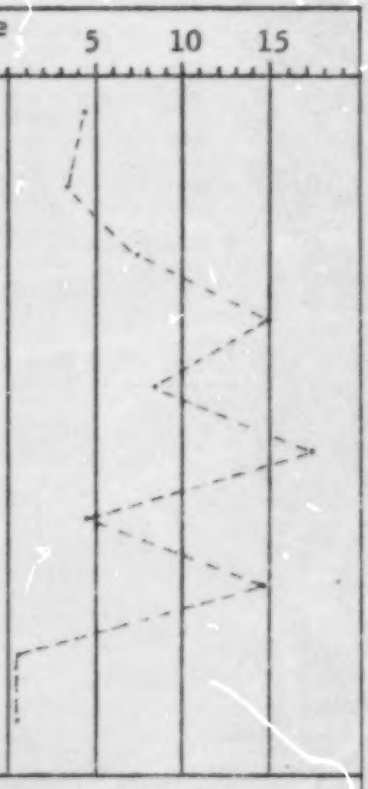
OUR MERRY BEST TO YOU

Happily related....insure his merriest Christmas and after! Doregal designs for the man! Scramble stitch cardigan of Coleseta (acetate and polyester) in bronzine, sky blue, yellow, white, $16. Plaid doubleknit flare pants, polyester, bronzine, sky blue, $23. Short sleeve Coleseta knit shirt, button placket, trim on collar and pocket, bronzine, yellow, $16. Short sleeve Coleseta knit shirt, zip placket, bronzine, sky blue, yellow, $17. Polyester doubleknit pants, bronzine, sky blue, white, $20. Sweater shirts: S, M, L, XL. Pants: 30-40; S, M, L length.

AD LAYOUT RATING PROFILE

Advertisement Fashion Bar

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	72



"Profit Point" Assignment

Points	Low		High
+10	68	--	76
+ 5	65-67	--	77-79
- 5	58-64	--	80-84
-10	50-57	--	86-94

CASE STUDY: NUMBER TWO

MONTGOMERY WARDS

Background Information

Since 1928, the Montgomery Wards Store has been located in the central shopping district. Presently, the store is liquidating its stock and moving to a new location in an enclosed mall shopping center. Historically, Montgomery Wards has considered its major competitors as Sears and Penneys.

Montgomery Wards merchandises with its own private brands, including: Signature (appliances), Hawthorne (sporting goods), Riverside (tires), Brent (ready-to-wear), and Style House (home furnishings).

Value is the key element to be projected in Wards' advertisements. "Satisfaction guaranteed" is still a major component of Wards' advertising for the past one hundred years. Wards is quite proud that this is their "100 Year Anniversary."

MONTGOMERY WARDS

Ad Copy

Slide No. 2

top left: SAVE $10! -- Jiffy Vac with Special Head to Clean Shags. Groomer for "like new' shags. Strong suction gets out dirt! $19.88. Reg. $29.95. Shag tool makes your shags like new. Special swivel head. Compact -- 2 speeds. 3 additional tools. Model 71.

middle left: WARDS 2-Speed -- $159.95 Washer. Big 18-lb. capacity. Wash 3 loads in 2. $138.88.

middle left: WARDS $119.95 18-lb. Dryer. Gigantic 8 cubic feet drum. Automatic timer. $88.88.

bottom left: Zig-Zag Portable or Straight-Stitch Console Sewing Machine. Zig-Zag lets you make button holes, sew-on-buttons tool. Console has built-in light. Your choice $66.00. Special Buys!

top center: $20 Off SIGNATURE 16 Cu. Ft. Deluxe Freezer. Freezer Meals Ease Your Holiday "Time-Crush". $229.88. Regularly $249.95. Holds up to 560 lbs. of frozen food. Shelf adjusts -- store big packs easily. 2 juice racks, plenty of door space. Cold control -- interior light. Signal light goes off if power stops. Drain -- Lock -- Color choice.

bottom center: 5 Cu. Ft. Compact Freezer. $129.88. Reg. $139.95. Holds up to 175 lbs. Basket. Wheels. Adjustable cold control.

bottom center: 5.2 Cu. Ft. Mini-Refrigerator. $129.88. Reg. $139.95. Fits small space with ease. 3 handy glide-out shelves. Cold control. Door reverses. Freezing compartment.

middle right: 5 Cu. Ft. Deluxe Compact Freezer. $149.88. Reg. $159.95. Holds up to 175 lbs. food -- stock up. Stainless steel liner -- Big basket. Fast freeze control. Moves on wheels. Foam insulation. Decorator cabinet.

bottom right: Your Choice Compact Freezers. $159.88. Reg. $179.95. 10 cu. ft. upright. Holds up to 350 lbs. -- save at sales. 4 shelves, door space, basket help organize your interior storage. Just 23-1/2" wide -- fits most spaces. Convenient adjustable cold control.

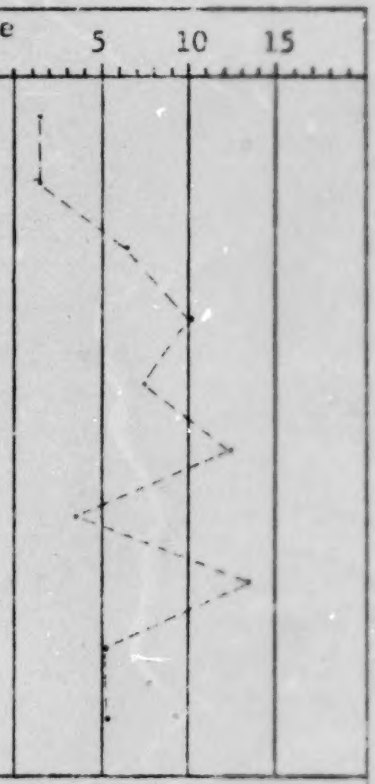
bottom right: 11.2 Cu. Ft. Chest. Holds up to 392 lbs. of frozen food. Big basket plus convenient divider. Thinwall foam insulation gives you maximum storage space inside. Handy adjustable cold control.

YOU'LL LIKE WARDS, 815 19th Street, OPEN EVERY NIGHT UNTIL 8:30. OPEN SUNDAYS FROM 10 A.M. to 4 P.M.

AD LAYOUT RATING PROFILE

Advertisement Montgomery Wards

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	64



"Profit Point" Assignment

Points	Low		High
+10	61	--	67
+ 5	58-60	--	68-70
- 5	52-57	--	71-76
-10	45-51	--	77-83

CASE STUDY: NUMBER THREE

DENVER DRY GOODS

Background Information

Located in the central shopping district, Denver Dry Goods is a prestige department store that merchandises nationally advertised brands, including: VanHusen, McGregor, Botany, Prince Gardner, etc.

Denver Dry Goods attempts to project a fashion leadership image. Quality is stressed both in its products and service to the customer.

DENVER DRY GOODS

Ad Copy

Slide No. 3

SHOP THE DENVER, DOWNTOWN SUNDAY 12 to 6. FREE PARKING courtesy of Downtown Denver, Inc. today and next Sunday. Noon to 6:00 p.m. We suggest these lots nearest our downtown store: 1501 Stout, 1455 Stout, 1536 Stout, and 3499 California. Nine lots in all are open for free parking today and next Sunday.

top left: THE DENVER'S CAROLERS 5 sing out an Old Fashioned Christmas to you at Tea on Saturday, 3:00 to 4:30 and during Sunday lunch, today, Noon until 2:30. Listen to your favorite Christmas hymns and old English carols sung to accordian accompaniment.

top center: PLAN A FAMILY LUNCH TODAY in our Tearoom downtown. Lunch anytime from Noon until 2:30. Select from four entrees, prime roast beef, shrimp newburg, Christmas desserts and beverage.

top right: THE DENVER'S STORY BOOK LADY will hold open house for your youngsters as you shop today. She's at home in the private room off the Tearoom from Noon until 3:30 or later. Your youngsters will enjoy a story or two, watch reels of old movie comedies and Looney Tunes, Lollipops, small prizes and games are on her program too.

middle left: Chamade Perfume 1/2 oz. $16.00. Chamade Toilet Water Spray 3 oz. $9.00. Chamade Cologne Spray 2-1/2 oz. $6.50.

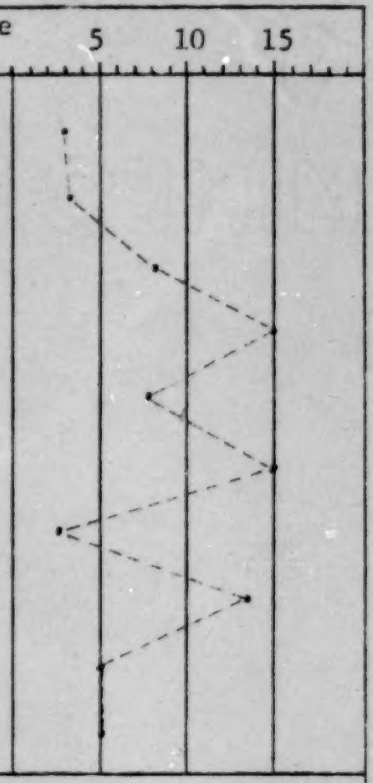
middle right: Shalimar Natural Perfume Spray, 1/4 oz. $8.00. Shalimar Perfume, 1/4 oz. $8.00. Shalimar Cologne Sorat 2-1/2 oz. $6.50. Shalimar Cologne 3 oz. $6.50. Shalimar Cologne 6 oz. $10.00. Shalimar Body Lotion 3 oz. $5.00.

bottom center: SHALIMAR, CHAMADE: THEY'RE FOR TWO VERY DIFFERENT WOMEN, OR TWO SIDES OF ONE. We've been suggesting you give her one Guerlain fragrance or the other. But if you've been having trouble deciding which fits her best....maybe she's too changeable for just one perfume. Maybe she's got quiet Shalimar moods.... dazzling Chamade moods. Sounds like her to you? Perhaps you'd better give her both. Beauty World, First Floor, downtown. Also suburbs, Greeley, Boulder, Ft. Collins, and Colorado Springs.

AD LAYOUT RATING PROFILE

Advertisement The Denver

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad.	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	81



"Profit Point" Assignment

Points	Low		High
+10	77	--	85
+ 5	73-76	--	86-89
- 5	65-72	--	90-97
-10	57-64	--	98-100

CASE STUDY: NUMBER FOUR

HIBB'S

Background Information

Located in the central shopping district, Hibb's is a conservative men's wear retail store.

Hibb's merchandises high quality, nationally advertised brands, including: Arrow, VanHusen, McGregor, etc.

Quality merchandising at fair prices is the image stressed by Hibb's. Customer satisfaction is a primary concern.

HIBB's

Ad Copy

Slide No. 4

NO-PIC KNIT

Spyder Mark

* Won't Snag.
* Won't Run.
* Completely Washable.
* Every Size Spyder Mark Makes.
* Vibrant Green.
* Ocean Blue.
* Burgundy Rose.
* Plomo Gray.

Spyder Mark tested these pants for Hibbs on cowboys -- riding all day in heavy brush and they came through in fine condition! Flattering doubleknit comfort is his in the feathered heathers from Spyder Mark! The Unpickables use an extremely tight, knitted fabric that just won't snag or pick under normal wearing. They wear longer and look better cut and fit is unexcelled. He just has to own a pair to believe it! His Beautiful Spydermarks will be beautifully gift wrapped in the famous Hibbs tradition free. Use Hibbs charge, Bankamericard or Master Charge. Shop Every Night This Week Until 8:30. Closed Sunday.

THE COMFORTABLE STORE, 814-816 Ninth Street.

AD LAYOUT RATING PROFILE

Advertisement Hibbs

FACTOR	Possible Points
Neatness.....	5
Originality of approach to complete ad..	5
Arrangement of Copy and Artwork.....	10
Idea in Headline.....	20
Exact description of merchandise.....	10
Use of selling points in Copy.....	20
Identification of Item in Artwork.....	5
Signature cut.....	15
Location of store.....	5
Store hours or other information.....	5
Experts' Composite Rating	75

"Profit Point" Assignment

Points	Low		High
+10	71	--	79
+ 5	67-70	--	80-83
- 5	60-66	--	84-90
-10	52-59	--	91-98

CASE STUDY: NUMBER FIVE

K-MART

Background Information

K-Mart has been located in a suburban buying district in a single store location since October 1969.

The lines merchandised includes both private and nationally branded items: General Electric, Zenith, RCA, Monsanto, B.F. Goodrich, UniRoyal, and K-Mart's private brand.

Ninety-nine percent of the products advertised are special discounts. The ad format is to stress neatness by segmenting the advertisement into distinct units. Copy is to be short and descriptive and should emphasize customer satisfaction.

K-MART

Ad Copy

Slide No. 5

K-Mart -- Open Daily 9:30 - 11; Sunday 10 - 6. LAST MINUTE CHRISTMAS DISCOUNTS.

top left: Judo Robe. One Size Fits All. Reg. $9.97. 4 Days Only $6.97. Men enjoy lounging in these Arnal triacetate/nylon velour robes. Blue, gold, beige, navy, garnet, brown with contrast trim.

bottom left: Gift Poinsettias. 4 Days Only $1.97. These lovely 6-inch potted plants add a gracious, blooming beauty to Christmas decorations! Foil-wrapped 6-inch pots.

top center: Focal Color Print Film....66¢.

middle center: Men's Sweater Special. Your Choice 25% Off Reg. Price. Great gifts for the men on your list. Great savings for you! Fabulous, new acrylics and wools in a wide range of colors. S-XL. Come early! Boys' & Jr. Boys' Sweaters. Also 25% Off. Up to 1/3 Off on Some Items.

middle center: 4 Lbs. Holiday Chocolates $2.44. A taste tempting treat that will last all through the holiday season. Help yourself to a selection of light and dark chocolates with a variety of delicious fillings.

bottom center: Polaroid Type 108. Polaroid Film. Yields sight color prints. Limit 2. $3.37. Type 88 Square Shooter Film....$2.83.

bottom center: Kodak Super 8 Movie Film. $2.11.

bottom center: 135 - 20 exposure. Slide Film. $1.38.

top right: Men's Dress Shirts. 2 for $5.00 4 Days Only. Superbly comfortable shirts make great gifts. Solids or in patterns. 14-1/2 - 17. Sleeves 32-35.

middle right: Men's Orlon Casual Socks. Reg. 68¢ 4 Days 2 for $1.00. Men's comfortable Orlon crew socks in a large range of colors. One size fits 10-13.

middle right: Panty Hose. Reg. $1.26. 88¢. Brown Mist, Suntone, Mist-Tone. Nude heel, seamless stretch nylon hose. S/M, MT/T.

bottom right: Sleep Snug. Reg. $3.96. 4 Days 2 for $4.47. Infant's footed, appliqued acrylic blanket sleeper with non-skid soles. Colors. S, M, L, XL.

K-Mart Items Available in All Store. DENVER--South Federal at West Evans, DENVER--South Monaca at East Evans, DENVER--North Federal at 50th Avenue, ARVADA--9881 at 58th Avenue, LAKEWOOD--7325 West Collas Avenue, FEDERAL HEIGHTS--1001 West 84th Avenue, BOULDER--3325 28th Street, COLORADO SPRINGS--2520 Airport Road, COLORADO SPRINGS--Nevada at Filmore Street, GREELEY--2829 West 10th Street, FT. COLLINS--South College at Drake.

AD LAYOUT RATING PROFILE

Advertisement K-Mart

FACTOR	Possible Points
Neatness.....	5
Originality of approach to complete ad..	5
Arrangement of Copy and Artwork.....	10
Idea in Headline.....	20
Exact description of merchandise.....	10
Use of selling points in Copy.....	20
Identification of Item in Artwork.....	5
Signature cut.....	15
Location of store.....	5
Store hours or other information.....	5
Experts' Composite Rating	70

"Profit Point" Assignment

Points	Low		High
+10	66	--	74
+ 5	63-65	--	75-77
- 5	56-62	--	78-84
-10	49-55	--	85-91

CASE STUDY: NUMBER SIX

MERIT DRUGS

Background Information

Four Merit Drug Stores are located throughout the community.

Merit Drug Stores attempt to project an image of quality merchandise at the lowest prices.

MERIT DRUGS

Ad Copy

Slide No. 6

MERIT DRUGS -- ANNUAL RED TAG SALE -- SAVE UP TO 50%! You're the saver! On cameras, radios, appliances, health and beauty items, notions, sundries, stationery and more! Selection of Sale Merchandise Varies from Store to Store. Just look for the big Red Tag.

left column: (from top to bottom)

Sensodyne - The toothpaste for sensitive teeth. $1.03 Value 2.2 oz. 59¢

VO-5 Hair Spray - Reg., Hard-to-hold, Spray for gray, Super-hard-to hold. Unscented. $2.35 Value 16 oz. $1.29.

Calm II Antiperspirant Spray Powder - Unscented. $1.19 Value 5 oz. 59¢.

Command Dry & Natural Hair Control for Men. Stubborn. Reg. & Reg. Unscented. $1.49 Value 7 oz. 79¢.

Vitalis Dry Texture for Men's Hair - $1.14 Value 3 oz. 59¢.

Wella Kolestral - $1.00 Value 1-3/4 oz. Tube. 49¢.

Tegrin Shampoo - $2.19 Value 3.2 oz. tube. $1.19.

FDS Underarm Anti-Perspirant - Reg. & Unscented. $1.29 Value 5 oz. 69¢.

left-of-middle column: (from top to bottom)

Bayer Aspirin - "Bayer Works Wonders" - $2.6[illegible] Value 300's. $1.89.

Sine-Aid - $2.89 Value 100's. $1.49.

Wella Balsam Instant Hair Conditioner - Beautifies trouble hair in seconds. Reg. or X-Hold. $1.98 Value 8 oz. 99¢.

FDS Feminine Hygiene Deodorant. Reg. Unscented Powder or Extra Strength. $1.50 Value 3 oz. 79¢.

middle column: (from top to bottom)

Cope - Unique formula for relief of nervous tension headaches. 98¢ Value 36's. 66¢.

G.E. Power Spray Steam and Dry Iron - 30 steam vents. Double non-stick soleplate. Magnified water window. 2 spray settings. $24.98 Value. Red Tag Sale Price $16.99.

Just In Time For Figuring Taxes! Royal Office Master Deluxe Adding Machine - Totals 11 digits, direct subtraction, repeat key

Slide No. 6 (continued)

multiplication, single, double and triple zero keys, total, sub-total and credit balance in red. $109.95 Value. Red Tag Sale Price $53.88.

Wella Care Herbal Hair Conditioner - $2.25 Value 8 oz. $1.09.

Wella Care Do - Reg. Extra hold or Gentle. $2.00 Value 4-1/2 oz. 99¢.

Wella Care Herbal Shampoo - Cream 4 oz., Liquid 8 oz., Concentrate $2.00 Value. 99¢.

Stayfree Maxi-Pads 10's. 37¢.

Breck One Dandruff Shampoo - $1.79 Value 6 oz. 99¢.

Breck Creme Rinse Spray - $1.89 Value 12 oz. 89¢.

right column: (from top to bottom)

4-Way Nasal Spray - Menthol or regular. 98¢ Value 1/2 oz. 53¢.

For Your New Year's Party Borden Eggnog - Make instant French Toast. This and other recipes on can. 32 oz. 49¢.

Fruit Cake - Baked by Rainbow. $1.98 Value 1 lb. 69¢.

Plumrose Bacon - Canned, no refrigeration. 98¢ Value 16 oz. 79¢.

Vaseline Intensive Care Lotion - For Over-Dry Skin. Non-greasy. Softens on contact. $2.49 Value 24 oz. $1.39.

Binaca Breath Drops Golden or Mint Drops - 79¢ Value. 49¢.

Breck Basic Texture Shampoo or Texturizing Shampoo - with protein. $1.98 Value 9 oz. $1.09.

Breck Basic Conditioner - Reg. or Extra Body. $2.25 Value 4 oz. $1.19.

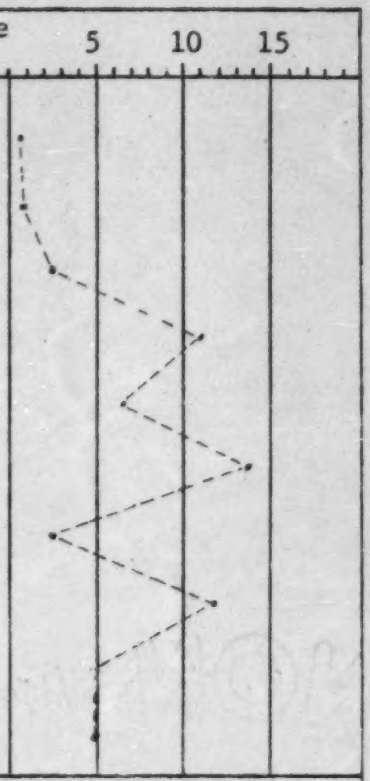
At Your Neighborhood Merit Drug -- Where we believe your friendship Merits close attention. Hurry! Red Tag Sale Ends Sunday!

CAMPUS MERIT PHARMACY 931 East 10th Street
CENTER PLAZA MERIT DRUG 1012 11th Street
GILBERT'S DOWNTOWN MERIT PHARMACY 810 8th Street
GILBERT HILLSIDE MERIT PHARMACY 2503 11th Avenue
GILBERT'S WELDORADO MERIT PHARMACY 800 9th Street
GILBERT WESTVIEW MERIT PHARMACY 2434 10th Street

AD LAYOUT RATING PROFILE

Advertisement Merit Drugs

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	65



"Profit Point" Assignment

Points	Low		High
+10	62	--	68
+ 5	59-61	--	69-71
- 5	52-58	--	72-78
-10	45-51	--	77-85

CASE STUDY: NUMBER SEVEN

WOOLCO

Background Information

Located in a secondary shopping district since 1969, WOOLCO is a leading department store in the community.

Both private and national brands are merchandised, including: General Electric, Whirlpool, Black/Decker, Dan River, etc.

A semi-discount image is sought by the advertiser. Advertisements stress quality merchandise at a lower price.

WOOLCO

Ad Copy

Slide No. 7

WOOLCO DEPARTMENT STORES - PRESTO IT'S....CHRISTMAS MAGIC With These Gifts From Presto.

A. Cm-9 9 Cup Coffee Pot . . . . . Reg. $28.88 $ 16.88
Cm-12 12 Cup Coffee Pot . . . . . Reg. $32.88 19.88

B. 15" Fry Pan 22.88
FP 15AD. Cooks a complete meal for 8. Easy to clean. Control master maintains uniform heat automatically.

C. Deep Fryer - Dutch Oven 27.95
Comes complete with control master, vented cover, fry basket, and hard surface teflon.

D. Automatic Buttering Corn Popper 19.95
Makes fluffy buttered popcorn in minutes -- simply add butter to special lid dispensor.

E. Automatic Fondue 19.95
Great for parties and family treats. Easy to make cheese or dessert fondues in minutes.

F. Automatic Buttering Corn Popper 8.66
Special lid dispensor for the butter. Hard surface lining for no sticking or scorching.

G. Automatic Toaster 10.88
Make toast in seconds -- Toast one to four slices just the way you like it....automatically perfect every time.

H. Presto Automatic Toaster 15.88
No more watching, waiting....no more burned toast! Just set the color selector and lower the handle. Easy.

I. Mist Hair Curler 14.88
Conditioning mist prevents dryness, split ends -- Gives a fast, long lasting set.

J. Mist Hair Dryer 23.88
Largest hood of any dryer, adjusts to desired height. Attractive travel case. Convenient remote control.

K. Mist Hair Styler 12.88
Here's a great Hair Styler for the entire family. Professional appearing touchup or daily between hair washing is now easy!

CHARGE IT! Woolco makes it easy for you to shop.

Hillside Shopping Mall -- 11th Avenue at 26th Street. Shop Weekdays 9:30 a.m. till 9:30 p.m. Shop Sunday 9:30 a.m. till 6:00 p.m.

AD LAYOUT RATING PROFILE

Advertisement Woolco

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	62

"Profit Point" Assignment

Points	Low		High
+10	59	--	65
+ 5	56-58	--	66-68
- 5	50-55	--	69-74
-10	43-49	--	75-81

CASE STUDY: NUMBER EIGHT

J.C. PENNEY

Background Information

Located in the central shopping district, the J.C. Penney store handles primarily soft lines with limited hard lines.

Penney's merchandises with its own brands, i.e. Towncraft, Big Mac, Gay Mode, Carol Evans, Nationwide, and Penncraft.

The primary market target is the middle class. Penney's attempts to project the image of first quality at fair prices. Above all, they do not wish to be classified as a discounter.

J.C. PENNEY

Ad Copy

Slide No. 8

A M E R I C A

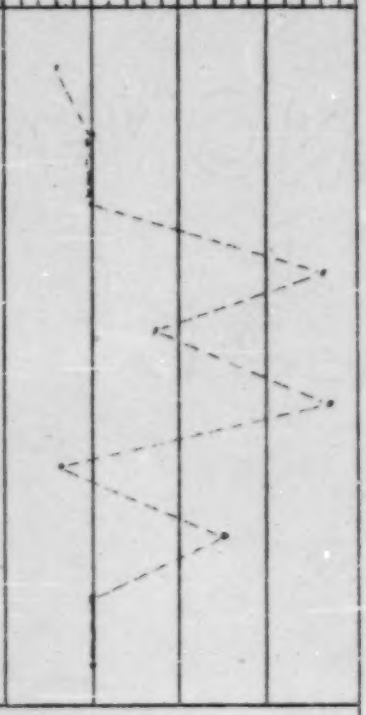
Bring us your
too big, too small,
too bright, too dull,
too green, too blue,
too wild, too tame,
two-of-a-kind
gift from Penneys
and we will make
you happy.

J.C. Penney. The Friendly Place. Open Monday thru Thursday till 8:30; Friday till 9:00; Saturday till 6:00.

AD LAYOUT RATING PROFILE

Advertisement J.C. Penney

FACTOR	Possible Points
Neatness.....	5
Originality of approach to complete ad..	5
Arrangement of Copy and Artwork.....	10
Idea in Headline.....	20
Exact description of merchandise.....	10
Use of selling points in Copy.....	20
Identification of Item in Artwork.....	5
Signature cut.....	15
Location of store.....	5
Store hours or other information.....	5
Experts' Composite Rating	83



"Profit Point" Assignment

Points	Low		High
+10	79	--	87
+ 5	75-78	--	88-91
- 5	66-74	--	92-99
-10	58-67	--	100

CASE STUDY: NUMBER NINE

FABRIFIC FABRIC CENTER

Background Information

The Fabrific Fabric Center is located in a secondary shopping center and merchandises a full-line of fabrics and related sewing items.

Although quality is stressed, a discount price appeal is sought by the advertiser.

FABRIFIC FABRIC CENTER

Ad Copy

Slide No. 9

NEW YEARS DAY FABRIC SALE. Open Sunday & Monday! Open From: Sunday 1 to 5; Monday 9 to 6.

top left: 100% Polyester Knits. A truly outstanding selection -- prints and solids, novelty prints, checks, stripes in an array of colors. 60" wide and on belts. Machine wash and dry. Made of easy care 100% polyester. 99¢ Yd.

middle left: Unbleached Muslin. 100% cotton, 45" wide, machine wash and dry. Make the latest fashion, smocks or dresses. 5 Yds. for $1.00.

middle left: Brushed Woolens. Plaids and plains. Wide range of colors. 2 to 4 yard lengths, 54 to 60" wide. $1.99 Yd.

bottom left: Plush. Select from all the latest colors in this popular fabric. 50% acetate, 50% nylon, 60" wide and on belts. Machine wash and dry. $2.44 Yd.

bottom left: Interfacing. Gives body to any fabric and handles beautifully. 100% non-woven fibers. 40" wide. Machine washable. No bias or grain. 29¢ Yd.

top center: Pin & Wide Wale Corduroy. Very popular pin wale and wide wale corduroy in 100% cotton. 45" wide in designer length. Great selection of colors. 99¢ Yd.

top center: Flannel. Kiddie and novelty prints in 100% cotton. Machine wash and dry. 45" wide and on belts. Fabulous savings. 39¢ Yd.

middle center: 100% Polyester Doubleknits. Assorted stitches of perfect polyester at a clearance price. All 100% polyester, 60" wide, and on belts. Come to Fabrific and save on every yard of fabric you buy. $1.99 Yd.

bottom center: Bonded Acrylics. Beautiful solids and stripes. 100% orlon acrylic knit face with 100% acetate bond. 60" wide and on belts. 99¢ Yd.

bottom center: Quilted Jerseys. 100% cottons and 100% acetate face with 100% polyester fill. 45" wide and of course on belts. 88¢ Yd.

top right: Drapery. Antique satins, dacron sheers and many more. 45" wide. A truly beautiful assortment in drapery lengths. 39¢ Yd.

top right: Assorted Notions. Low prices on scissors, needles, pin cushions, tracing wheels. Select from over 30 items at a fraction of original price. 19¢ Each.

Slide No. 9 (continued)

middle right: Button Assortment. 5¢ Card. Cutting Boards. A big 40" X 72" cutting surface that's ruled in 1" squares. $1.22 Each.

middle right: Taffeta. Perfect for formals, linings, pillow cases, and other uses. 100% acetate. 45" wide in gorgeous colors. Belts. 29¢. Laces & Trims. 10 Yds. for $1.00.

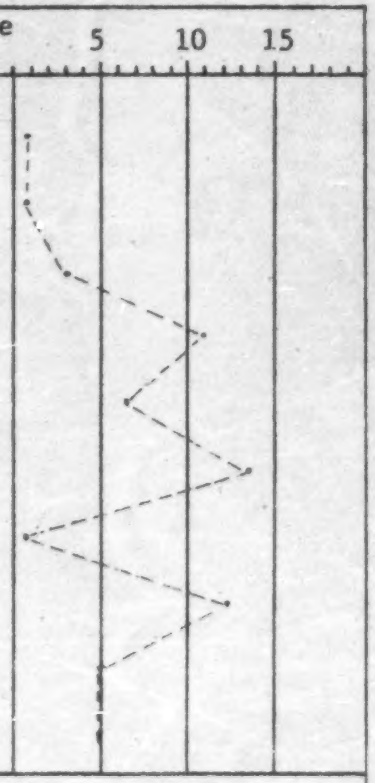
bottom right: 100% Polyester Doubleknits. Low low clearance price on 100% fancy doubleknits. Jacquards, tone on tones, multi-colors and many more. 60" wide and of course on belts. Machine wash & dry, perma-press & no iron. $2.99 Yd.

FABRIFIC - Fabric Centers. Hillside Shopping Center, 2529 11th Avenue, 356-3524. Open 9-6 Monday thru Saturday, Open Sunday 1-5.

AD LAYOUT RATING PROFILE

Advertisement Fabrific

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	55



"Profit Point" Assignment

Points	Low		High
+10	52	--	58
+ 5	49-51	--	59-61
- 5	44-48	--	62-66
-10	38-43	--	67-72

CASE STUDY: NUMBER TEN

OTIS BROS.

Background Information

Located on the fringe of the central shopping district, Otis Bros. is a family operated men's wear retailer.

High quality, fashion merchandise is carried by Otis Bros. including brand names such as: McGregor, Arrow, VanHusen, Florsheim, etc.

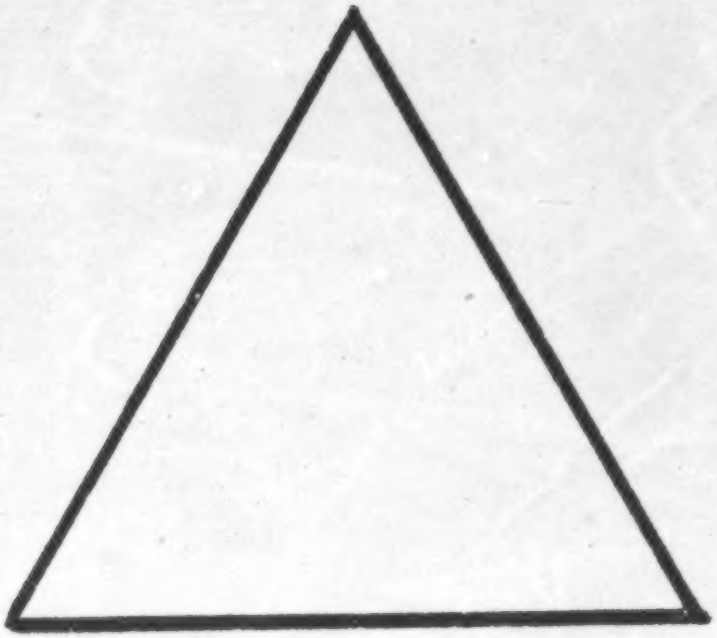
The image stressed by Otis Bros. is one of high quality, fashion conscious, fair price, and a family-oriented appeal.

OTIS BROS.

Ad Copy

Slide No. 10

OTIS BROS.



L A S T I N G L U G G A G E G I F T S

For people going places....American Tourister Luggage will take the knocks...Otis Bros. is proud to offer this fine luggage to our traveling customer....Great gifts for men (and women too).

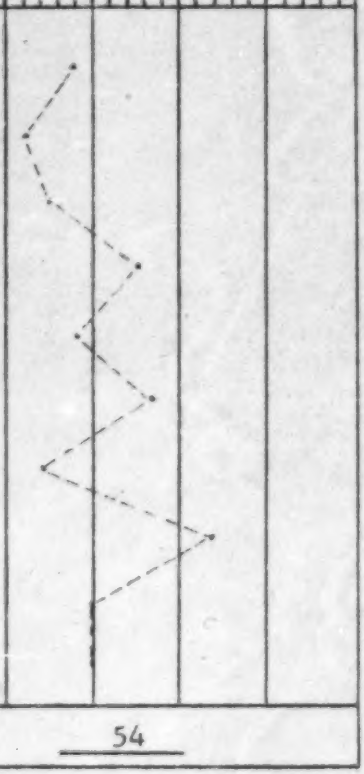
Style:	1000	14" Train Case	40.00
	1018	18" Fitted Case	40.00
	1018M	18" Attache Case	38.00
	1021	21" Weekend Case	40.00
	1025-2	25" Two Suiter	58.00
	1025-3	25" Extra Large 3 Suiter	63.00
		Dusk, Walnut, Olive, Scarlet	

Gift wrapped, initialed and delivered in the Greeley Area. 7th Street at 8th Avenue. Open Evenings till 8:30.

AD LAYOUT RATING PROFILE

Advertisement Otis Bros.

FACTOR	Possible Points
Neatness	5
Originality of approach to complete ad	5
Arrangement of Copy and Artwork	10
Idea in Headline	20
Exact description of merchandise	10
Use of selling points in Copy	20
Identification of Item in Artwork	5
Signature cut	15
Location of store	5
Store hours or other information	5
Experts' Composite Rating	54



"Profit Point" Assignment

Points	Low		High
+10	51	--	57
+ 5	48-50	--	58-60
- 5	43-47	--	61-65
-10	37-42	--	66-71

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